

# 2012 Nebraska MarketPlace:

FEBRUARY 21 & 22, 2012  
RAMADA INN & CONVENTION CENTER  
KEARNEY, NEBRASKA

Connect.  
Learn.  
Be Inspired!



**MP**  
MARKET PLACE  
Connect. Learn. Be Inspired!



USDA Rural Development has provided funding for the event to focus on innovation, creating an atmosphere of new possibilities for development of innovative new small rural business.



The Center for Rural Affairs and the USDA are Equal Opportunity Providers and Employers.

The Center for Rural Affairs and our sponsors present the  
**2012 Nebraska MarketPlace**  
 Wednesday, February 22, 2012

Joanne Steele

Featured Speakers, Schedule & More  
 Cory Geffre

Scott Meyer

John Meyer



Joanne Steele, CEO & Owner of Rural Tourism Marketing Group in Dunsmuir, CA has worked for over 15 years helping rural small businesses, and rural communities learn effective marketing strategies, and community development techniques that utilize local resources. Through workshops, presentations and her blog, RuralTourismMarketing.com, she teaches state of the art marketing strategies retooled for the small, local business owner.



Cory Geffre is passionate about business, life and about helping people unlock their own maximum potential. This passion has lead Cory to pursue his lifelong dream of being an author, speaker and trainer. Cory was born for business as witnessed with his first venture at age 11 and he had started 6 more by age 20. Today, Cory spends his time helping businesses, organizations, healthcare and long-term care facilities in the areas of workforce development, management & motivation.



Scott Meyer is a bro-founder at 9 Clouds, a digital marketing and education firm that helps businesses connect with customers online. As a frequent speaker and teacher, Scott aims to improve the digital literacy of businesses around the world. His online community DigSandbox.com helps users understand and learn to use social technology, and he provides frequent tutorials and handbooks at 9clouds.com/blog.



John T. Meyer is bro-founder of 9 Clouds and the idea guy of the operation. He started his first business in his college dorm room at the age of 22 and now is on business number six with the recent launch Lemon.ly, a visualization firm that creates understanding through visuals. John is a member of the Young Entrepreneur Council and in 2010 was named to Businessweek's Top 25 Entrepreneurs Under 25. If he's not working on a new business, John is probably complaining about his beloved Minnesota Twins.

**Who Should Attend?**

- Small Business Owners
- Potential and Existing Entrepreneurs
- Farmers and Ranchers
- Community and Economic Developers
- Instructors and Young Adults

**How Will I Benefit?**

- New tools & ideas to grow your business & community
- Over 25 speakers in many areas of expertise
- Selection between 18 conference breakout sessions
- Shop at the MarketPlace Store featuring Nebraska Products

**Learning Tracks**

**Social Media**—Connect and engage customers through use of social technology  
**Innovation**—Discover new strategies to help your business reach success  
**Marketing**—Unique approaches to prosper through innovative marketing  
**Business Development**—Build business expertise and expand your business skills  
**Financial**—Acquire educational tools to maximize your bottom line  
**Round Tables**—Dig deeper on one of the three focused discussions with experts: Marketing, Social Media, Financials

**Lodging: Ramada Inn in Kearney**

Contact the hotel at (800) 652-1909 to book your room.  
 Mention **2012 MarketPlace** to receive the  
**discounted \$71 rate/night** for up to 4 people per room!

**Tuesday, February 21, 2012**

**BIZ IDEA Summit** (10th-12th grade).....9:30 a.m. — 2:15 p.m.  
 More information available at [www.cfra.org/marketplace/IDEA](http://www.cfra.org/marketplace/IDEA)

**Youth BIZ Showcase Video Competition (MS-HS students)**  
 More information available at [www.cfra.org/marketplace/youth-video](http://www.cfra.org/marketplace/youth-video)

**RZ Bounce Pre-Conference Session:** Limited to first 12-15 businesses. *Continued*

**Tuesday, February 21, 2012**

**Schedule of Events**

**RZ Bounce**.....1:00 p.m.— 4:00 p.m.  
 • Meet experts in business research, technical assistance, investors, business transitioning, social media, business law plus many more!  
 They will be available for entrepreneurs, businesses, and communities seeking answers to specific questions and/or challenges.  
 • Registration fee is \$15 per person. Space is limited!  
 • **Registration for RZ Bounce is separate. Please indicate your interest to participate on the adjacent page. We will send you information on how to register. You may also locate and print the RZ Bounce Registration Form located online at [www.cfra.org/marketplace/ne-12](http://www.cfra.org/marketplace/ne-12).**

**Wednesday, February 22, 2012**

Registration opens.....7:30 a.m.  
 Resource Zone open.....7:30 a.m. — 4:15 p.m.  
**Keynote** Joanne Steele.....9:00 a.m. — 10:00 a.m.  
 Sessions.....10:30 a.m. — 11:45 a.m.  
 • **SM:** Social Media and Your Small Business  
 • **I:** Going Mobile  
 • **M:** Positioning Your Business for an Online World  
 • **BD:** Feasibility..Preparation Before You Start Your Own Business  
 • **F:** Alternative Financing/Loan Packaging  
 • **RT:** Round table-Return on Investment  
**Networking Luncheon** .....12:00 p.m. — 1:00 p.m.  
 Sessions.....1:15 p.m. — 2:30 p.m.  
 • **SM:** Marketing Across the Digital Divide  
 • **I:** Your Unique Gifts And Innovation  
 • **M:** Taking Control of Your Internet Marketing  
 • **BD:** Steps in Starting a Business  
 • **F:** Building Partnerships to Maximize Opportunities  
 • **RT:** Round table-Critique Your Marketing  
 Sessions.....3:00 p.m. — 4:15 p.m.  
 • **SM:** Opening the Door to Internet Marketing  
 • **I:** What's Next for the Web: Mobile, Location, Apps?  
 • **M:** Marketing: The Whole Package  
 • **BD:** What is Your Customer Really Looking For?  
 • **F:** Health Insurance and Your Business  
 • **RT:** Round table-The Basic Financials  
**Closing remarks & prizes**.....4:15 p.m. — 4:30 p.m.

*Disclaimer: Sessions are subject to change without notice*